



# City of NORFOLK

C: Dir., Department of Planning and Community Development

To the Honorable Council  
City of Norfolk, Virginia

March 25, 2014

From: George M. Homewood, AICP CFM, Planning Director

Subject: **Locational Criteria and Performance Standards for Auto Related Establishments**

Reviewed: Ronald H. Williams, Jr., Assistant City  
Manager

Ward/Superward: Citywide

Approved:

Marcus D. Jones, City Manager

Item Number:

PH-7

- I. **Staff Recommendation:** Approval.
- II. **Commission Action:** By a vote of **7 to 0**, the Planning Commission recommends **Approval**.
- III. **Request:** General Plan Amendment to establish locational criteria and performance standards for auto related establishments, focusing along the E. Little Creek Road and Military Highway corridors.
- IV. **Applicant:** City Planning Commission
- V. **Description**
  - The request would add language to *plaNorfolk2030* establishing policies for auto related establishments citywide, with an emphasis on the E. Little Creek Road and Military Highway corridors.
    - The first policy would call for enhancing buffering, landscaping, and parking standards for newly established auto sales and repair establishments.
    - The second policy would call for bringing existing auto sales and repair establishments into compliance with applicable codes, with an emphasis on buffering, landscaping, and parking.
  - Actions would be added to Chapter 2 (Land Use) and the Chapter 3 (Neighborhoods) sections on the E. Little Creek Road and Military Highway corridors.
  - Staff has begun drafting Zoning Ordinance revisions to incorporate these policies and anticipates Planning Commission consideration later this year.

Staff point of contact: Jeremy Sharp, AICP at 823-1087, [Jeremy.Sharp@norfolk.gov](mailto:Jeremy.Sharp@norfolk.gov)

Attachments:

- Staff Report to CPC dated February 27, 2014 with attachments
- Proponents and Opponents
- Ordinance



# City of NORFOLK

To City Planning Commission  
City of Norfolk, Virginia

February 27, 2014

From: Jeremy E. Sharp, AICP, Senior Planner

**Subject:** General Plan Amendment to establish locational criteria and performance standards for auto-related establishments, focusing along the E. Little Creek Road and Military Highway corridors.

Reviewed: Jeffrey K. Raliski, AICP, Long Range Planning Manager

**Ward/Superward:** Citywide

Approved:

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George M. Homewood, AICP CFM, Planning Director

**Item Number: 1**

I. **Recommendation:** Staff recommends approval.

II. **Applicant:** City Planning Commission

III. **Description**

This agenda item is to establish specific locational criteria and performance standards for auto repair and auto sales establishments, with a specific focus on the E. Little Creek Road and Military highway corridors.

IV. **Analysis**

- At a joint meeting in November 2013, the City Council and City Planning Commission concluded that clearer policy direction was needed regarding the potential approval of auto repair and auto sales establishments along E. Little Creek Road and Military Highway.
  - The two groups agreed that due to the impacts that these uses can have on surrounding uses and also their visibility along these major corridors, stronger regulations were needed.
- Additional discussions between the Planning Commission and staff determined that the City should require enhanced regulations for new auto-related establishments and should also work to bring existing establishments into compliance with the ordinance.
  - Regulations emphasizing buffering, landscaping, and parking, to minimize the impact of these businesses on surrounding uses, were favored.

- While recent applications placed a special focus on the E. Little Creek Road and Military Highway corridors, there was consensus that the proposed new requirements should apply citywide.
- Staff has begun drafting Zoning Ordinance revisions to incorporate these proposed policy changes and anticipates bringing these proposed amendments to City Planning Commission later this year.
- The Identifying Land Use Strategies chapter of *plaNorfolk2030* includes an action calling for the development of new zoning tools to ensure that development is compatible with surrounding land uses.
  - It suggests improving regulations regarding lot width, building placement, building form, landscaping, stormwater, and vehicular use areas (such as parking lots).
- The Enhancing Economic Vitality chapter of *plaNorfolk2030* includes an action calling on the city to encourage revitalization of Norfolk's commercial corridors.
- Since the proposed amendments to *plaNorfolk2030* are consistent with the plan's other recommendations, and they were developed based on input from City Council and City Planning Commission, the amendments are recommended.

**V. Financial Impact:**

While approval of the amendment is not expected to have any direct financial impact, the Zoning Ordinance text amendments that it will lead to should help to make the City's commercial corridors more viable for a variety of business types.

**VI. Environmental:**

While approval of the amendment is not expected to have any direct environmental impact, the Zoning Ordinance text amendments that it should ensure better buffering and landscaping of auto-related establishments.

**VII. Community Outreach/Notification:**

- Notice was sent to the civic leagues by the Department of Communications on February 12, 2014.
- Legal notification was placed in *The Virginian-Pilot* on February 13 and 20, 2014.

**VIII. Coordination/Outreach:**

- This request has been coordinated with the Department of Planning and Community Development and the City Attorney's Office.

**Supporting Material from the Department of Planning and Community Development:**

- Proposed *plaNorfolk2030* text amendment language

## **Proposed *pl*Norfolk2030 Text Amendments**

### **Add the following actions to Chapter 2 (Identifying Land Use Strategies):**

Action LU1.2.13. Enhance buffering, landscaping, and parking standards for newly established automobile sales and repair establishments.

Action LU1.2.14. Work to bring existing automobile sales or repair establishments into compliance with applicable codes, with an emphasis on buffering, landscaping, and parking.

*Comments: Norfolk has a significant number of “grandfathered” automobile sales or repair establishments. When these establishments want to expand or otherwise change their operations, they must obtain a special exception.*

### **Add the following actions to Chapter 3 (Creating and Maintaining Healthy and Vibrant Neighborhoods):**

#### *East Little Creek Road Corridor*

Action N5.1.6(m). Enhance buffering, landscaping, and parking standards for newly established automobile sales and repair establishments along E. Little Creek Road.

Action N5.1.6(n). Work to bring existing automobile sales or repair establishments along E. Little Creek Road into compliance with applicable codes, with an emphasis on buffering, landscaping, and parking.

#### *Military Highway Corridor*

Action N5.1.15(g). Enhance buffering, landscaping, and parking standards for newly established automobile sales and repair establishments along Military Highway.

Action N5.1.15(h). Work to bring existing automobile sales or repair establishments along Military Highway into compliance with applicable codes, with an emphasis on buffering, landscaping, and parking.



Add the following rows to Table IP-1 in Chapter 13 (Implementing *plaNorfolk2030*):

IMPLEMENTATION ITEM		ACTION	LEAD RESPONSIBILITY	TIMEFRAME FOR COMPLETION	COST CATEGORY	COMMENTS
Outcome LU1.2. Development regulations and practices that support a quality built and natural environment.	LU1.2.13	Enhance buffering, landscaping, and parking standards for newly established automobile sales and repair establishments.	Planning	Immediate	Existing Resources	
	LU1.2.14	Work to bring existing automobile sales or repair establishments into compliance with applicable codes, with an emphasis on buffering, landscaping, and parking.	Planning	Ongoing	Existing Resources	
Outcome N5.1. Support for the following actions in designated areas.	East Little Creek Road Corridor	N5.1.6(m). Enhance buffering, landscaping, and parking standards for newly established automobile sales and repair establishments along E. Little Creek Road.	Planning	Immediate	Existing Resources	
		N5.1.6(n). Work to bring existing automobile sales or repair establishments along E. Little Creek Road into compliance with applicable codes, with an emphasis on buffering, landscaping, and parking.	Planning	Ongoing	Existing Resources	
	Military Highway Corridor	N5.1.15(g). Enhance buffering, landscaping, and parking standards for newly established automobile sales and repair establishments along Military Highway.	Planning	Immediate	Existing Resources	
		N5.1.15(h). Work to bring existing automobile sales or repair establishments along Military Highway into compliance with applicable codes, with an emphasis on buffering, landscaping, and parking.	Planning	Ongoing	Existing Resources	

**Proponents and Opponents**

**Proponents**

None

**Opponents**

None

Form and Correctness Approved

By   
Office of the City Attorney

Contents Approved:

By   
DEPT.

NORFOLK, VIRGINIA

## ORDINANCE No.

AN ORDINANCE TO AMEND THE GENERAL PLAN OF NORFOLK, PLANORFOLK2030, SO AS TO PROMOTE LOCATIONAL CRITERIA AND OPERATIONAL STANDARDS FOR AUTOMOBILE-RELATED ESTABLISHMENTS.

- - -

BE IT ORDAINED by the Council of the City of Norfolk:

Section 1:- That the general plan of Norfolk, planorfolk2030, is hereby amended so as to promote locational criteria and operational standards for automobile-related establishments, including along the East Little Creek Road and Military Highway corridors. The changes to be made to the General Plan are as follow:

- (a) Add the following actions to Chapter 2 (Identifying Land Use Strategies):

Action LU1.2.13. Enhance buffering, landscaping, and parking standards for newly established automobile sales and repair establishments.

Action LU1.2.14. Work to bring existing automobile sales or repair establishments into compliance with applicable codes, with an emphasis on buffering, landscaping, and parking.

*Comments: Norfolk has a significant number of "grandfathered" automobile sales or repair establishments. When these establishments want to expand or otherwise change their operations, they must obtain a special exception.*

- (b) Add the following actions to Chapter 3 (Creating and Maintaining Healthy and Vibrant Neighborhoods):

*East Little Creek Road Corridor*

Action N5.1.6(m). Enhance buffering, landscaping, and parking standards for newly established automobile sales and repair establishments along E. Little Creek Road.

Action N5.1.6(n). Work to bring existing automobile sales or repair establishments along E. Little Creek Road into compliance with applicable codes, with an emphasis on buffering, landscaping, and parking.

- (c) Add the following actions to Chapter 3 (Creating and Maintaining Healthy and Vibrant Neighborhoods):

*Military Highway Corridor*

Action N5.1.15(g). Enhance buffering, landscaping, and parking standards for newly established automobile sales and repair establishments along Military Highway.

Action N5.1.15(h). Work to bring existing automobile sales or repair establishments along Military Highway into compliance with applicable codes, with an emphasis on buffering, landscaping, and parking.

- (d) Add the several rows and all information contained in those rows that are shown in "Exhibit A," attached hereto, to Table IP-1 found in Chapter 13 (Implementing plaNorfolk2030).

Section 2:- That this ordinance shall be in effect from the date of its adoption.

ATTACHMENT:  
Exhibit A (1 page)



IMPLEMENTATION ITEM		ACTION	LEAD RESPONSIBILITY	TIMEFRAME FOR COMPLETION	COST CATEGORY	COMMENTS
Outcome LU1.2. Development regulations and practices that support a quality built and natural environment.	LU1.2.13	Enhance buffering, landscaping, and parking standards for newly established automobile sales and repair establishments.	Planning	Immediate	Existing Resources	
	LU1.2.14	Work to bring existing automobile sales or repair establishments into compliance with applicable codes, with an emphasis on buffering, landscaping, and parking.	Planning	Ongoing	Existing Resources	
Outcome N5.1. Support for the following actions in designated areas.	East Little Creek Road Corridor	N5.1.6(m). Enhance buffering, landscaping, and parking standards for newly established automobile sales and repair establishments along E. Little Creek Road.	Planning	Immediate	Existing Resources	
		N5.1.6(n). Work to bring existing automobile sales or repair establishments along E. Little Creek Road into compliance with applicable codes, with an emphasis on buffering, landscaping, and parking.	Planning	Ongoing	Existing Resources	
	Military Highway Corridor	N5.1.15(g). Enhance buffering, landscaping, and parking standards for newly established automobile sales and repair establishments along Military Highway.	Planning	Immediate	Existing Resources	
		N5.1.15(h). Work to bring existing automobile sales or repair establishments along Military Highway into compliance with applicable codes, with an emphasis on buffering, landscaping, and parking.	Planning	Ongoing	Existing Resources	